

OVERSEAS VISITORS TO ARIZONA FROM CANADA SUMMARY - 2006

Arizona Office of Tourism

VISITATION VOLUME		VISITORS BY PROVINCE		PURPOSE/ACTIVITIES	
Total Int'l Visitation	496,300	Ontario	35.0%	MAIN TRIP REASON	
DEMOGRAPHICS		Alberta	31.1%	Holiday, Vacation	55.8%
AGE (years)		BC & Territories	20.2%	Visit Friends or Relatives	15.9%
Children 2-19	3.8%	Quebec	5.7%	Convention, Conf., Trade Show	9.5%
20-34 years	10.4%	Manitoba	2.5%	Meetings	6.0%
35-54 years	29.2%	Saskatchewan	3.5%	Visit Second Home, Cottage, Co	5.5%
55-74	45.1%	Atlantic Canada	2.0%	Personal (Medical, Wedding, etc.)	1.2%
75 +	5.3%	LENGTH OF STAY		Other Work	2.5%
Unknown	6.2%	Average Visit Duration (nights)	15	Attend Events, Attractions	2.8%
PARTY COMPOSITION		1-3 Nights	17.3%	Other	0.8%
Avg. Travel Party (mean)	2.0	4-9 Nights	52.3%	Educational Study	0.1%
Traveling Alone	14.7%	10-20 Nights	13.1%	VISIT SPENDING RANGE CDN \$	
2 Adults	53.2%	21+ Nights	17.4%	Average Spending per Visit	1096 CDN
3+ Adults	20.8%	ACCOMMODATIONS		\$0-\$299 CDN*	7.7%
Adults and Children	5.0%	Hotel Only	31.4%	\$300 - \$1,999 CDN*	45.5%
Other	6.2%	Home of Friends or Relatives Only	14.5%	\$2,000 - \$7,999 CDN*	41.3%
TRAVEL PARTY SIZE		Motel Only	7.2%	\$8,000 + CDN*	5.3%
1 Person	15.3%	No Accommodation Reported	7.0%	*Annualized conversion rate	
2 Persons	55.4%	Other Only	11.3%	for 2006 - \$1US = 1.13409360 CDN	
3 Persons	6.9%	Camping or Trailer Park Only	7.2%	VISIT SPENDING RANGE US \$	
4 Persons	12.2%	Hotel & Motel	6.1%	Average Spending per Visit	\$966.41
5-9 Persons	7.1%	Other Combinations of 2 types	4.8%	\$0-\$264 US*	7.7%
10+	3.1%	Motel & Home of		\$265 - \$1,763 US*	45.5%
MODE OF ENTRY		Friends/Relatives	4.9%	\$1,764 - \$7,053 US*	41.3%
Airplane	71.7%	Cottage/Cabin Only	2.7%	\$7,054+ US*	5.3%
Auto	24.9%	Hotel & Home of Friends/		*Annualized conversion rate	
Via USA	2.7%	Relatives	1.5%	for 2006 - \$1US = 1.13409360 CDN	
Bus	0.2%	A Combination of 3 or more types	1.5%	SPENDING PER NIGHT CDN\$	
Other	0.5%	GENDER		Average Spending per Night	72.99 CDN
		Female	46.1%	SPENDING PER NIGHT US\$	
		Male	47.6%	Average Spending per Night	\$ 64.36
		QUARTER OF TRAVEL			
		1st Quarter	46.8%		
		2nd Quarter	21.9%		
		3rd Quarter	9.4%		
		4th Quarter	21.9%		

Source: Statistics Canada, 2006